



STANDARD OF QUALITY FOR OVER 50 YEARS

MAKE BETTER HOME MADE BREAD



PAINTED FIRES

BY NELLIE L. McCLUNG

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CHAPTER VIII.—Continued

Mr. Wymuth who backed up his wife's petitions by hollow groans and exclamations of "Lord, save" and "God, have mercy!" was called to the telephone just at the moment that she was warning up to the real business of her report.

"O Lord, send down Thy chastening fire to convict and convert."

"Amen! Hallelujah!" shouted the girls, knowing what was expected of them.

Helmi, who was kneeling just behind Mrs. Wymuth, caught a glimpse of keys in the pocket of her black sateen apron. A sudden impulse prompting her, she cautiously abstracted the keys and crept quietly backward from the room. In the general excitement of the evening devotions she was not missed.

Helmi went at once to the retreat, found the key which fitted, and then to the desk. She had been trusted to sweep and dust this hallowed spot, and so knew that one sacred drawer was always kept locked. It yielded to the right key, disclosing a pile of letters. Helmi found three for herself and one for Minnie. She hurriedly replaced the others, shoved her own and Minnie's into the front of her dress, and made the perilous journey down the long hall. If she had only told Minnie to keep on praying. Her heels seemed to suck at the linoleum, her knees cracked, the house seemed to scream with silence. Mr. Wymuth was still at the phone. She reached the door. They were still on their knees, Mrs. Wymuth keeping up her supplications to the throne of grace. Some of the girls were crying. Helmi was on her knees in a moment beside them, and into her grateful heart there came an honest sigh of thanksgiving. Mrs. Wymuth, hearing it, rebuked her efforts—she would get Helmi yet.

"Oh, Lord, give us souls for our hire — unlock the stubborn door — break down the bars of silence;—O,

DRAGGING-DOWN PAINS RELIEVED

Woman Suffered Nearly a Year. Lydia E. Pinkham's Vegetable Compound Brought Her Health.

Moose Jaw, Sask.—"I am going to try to tell you what Lydia E. Pinkham's Vegetable Compound has done for me. I suffered very badly with dragging-down pains and inflammation, also pains in my right side over my hip and down my whole side into my leg. I had it nearly a year when I went to a doctor and he said I would have to have an operation. But my mother said to take Lydia E. Pinkham's Vegetable Compound as it saved her life years before. I took two bottles and I found I was better, so I kept on taking it and also used Lydia E. Pinkham's Sanative Wash. I have had two more children since then and am perfectly well. I used to have to lie down two or three times a day, and now I do all my housework without trouble. I always keep the Vegetable Compound in the house as I find a dose now and then helps me. I am willing for you to use this letter any way you see fit and I will answer letters. If I can help any other woman I'd be only too glad to try."—Mrs. ESTHER HOUGHTON, 414 Morse Square, Moose Jaw, Saskatchewan.

Lydia E. Pinkham's Vegetable Compound is a dependable medicine for all women.

For sale by druggists everywhere. U

W. N. U. 1701

Women Are Expert Pilots

Bring Shipping Through Dangerous Waters Around English Coast

It is not generally known that there are more than 100 women pilots among the 4,000 expert navigators who bring shipping through the dangerous waters that abound round the coasts of England. One of these, Mrs. Martha Jones of Holyhead, came recently into the public eye through her part in a drowning accident on the Welsh coast. She goes out in all weathers to pilot cargo "tramps" and schooners into the smaller ports on a very dangerous part of the coast.

Revenue From Forests

The direct revenues received by Dominion and provincial governments from the forests in the form of rentals, royalties, stumpage charges, etc., amount to \$15,000,000 annually. In Europe it has been found that increased expenditure on modern protective methods has always been followed by a much more than proportionate increase in revenues.



For 100 bushels of wheat—

That's about all the trip costs, and that's why thousands of people go to the Old Country for the Holidays—an unforgettable pleasure. Are you going?

The Anchor-Donaldson Steamer "Letitia" leaves Montreal for Scotland on November 26th. The Cunarder "Ausonia" leaves Montreal November 25th for the Channel Ports.

Special Christmas sailings from Halifax for the second week in December will enable you to arrive in plenty of time for plum puddings and haggis, bagpipes and pantomimes.

Round Trip from \$155.00 up, everything included. Children half fare. Your Steamship Agent will make all arrangements.

CANADIAN SERVICE
Cunard
Anchor-Donaldson
LINES
270 Main Street, WINNIPEG

voice, which always had a rusty whine, now fairly croaked.

The glass in the door of the cabinet had given Mr. Wymuth a cut in the cheek, and the blood ran over his pale face. Helmi, wide eyed and rigid, stood as if rooted to the floor.

"Murder! murder! murder!" Mrs. Wymuth's voice was rumbling now like distant thunder. "Oh, speak to me, Mr. Wymuth. Even in her excitement she remembered that it would not do to call him by his first name before the girls—in life or in death, discipline must be preserved. "Speak, oh speak, pale lips!"

The pale lips spoke. Mr. Wymuth's thin veneer had been cracked by Helmi's blow. "Shut up, you fool, and get me something to wipe off the blood," he said.

"He raves," cried his wife dramatically. "Go, girls, go! When he wakes—if he ever does wake in this life—he must see no face but mine bending over him. Go!"

The girls drifted noiselessly up the stairs, deeply awed by what had happened. Helmi suddenly remembered the letters she had concealed, and ran upstairs to find Minnie, who had gone to bed early. When Helmi reached the dormitory she found herself the centre of an admiring throng. "Goah, I'm glad you patted him!" cried one. "Helmi, ain't you the best girl," said another.

"Serves him right, the big bum," was Rose Lamb's contribution. "I wish I had your nerve, Helmi. He walloped me for fair last week, and I was afraid to hit back. But Gee! he hadn't a look in with our husky Helmi."

Minnie had awakened with the noise and was sitting up in bed, very pale and frightened, when the girls swarmed into the room. Helmi put the letter in her hand.

The first flush of congratulations gave place to dismal forebodings. "Gee, Helmi, I'm glad it was you and not me that walloped him. I'm scared they'll kill you!" This was from Maude, a repeater who seldom spoke. "It's the Board I am scared of. There's a whole room full of them, and we get dressed the night they come—and they ask us questions about are we happy, and we say 'We are very happy' here and will try and repay all the kindness you have shown us."

"That's not a Board," said a young girl who had been brought in because she and her stepmother could not agree; "Board is what you pay when you eat."

"Shut up, silly! Maude's right. Ain't she been here twice? I guess she would know. I'm afraid they'll kill Helmi, maybe, or do something bad—expel her, maybe."

"That ain't the worst." Rose Lamb led the discussion now. "You can't get expelled from this place. I guess if any one could, it would have been me. This is a jail, really, only it's a jail where they're going to convert you or bust. It's best to get converted first thing. I've been converted lots of times; every time I run away I get converted all over again. Gee! I'm getting fed up with these Wymuths! Ain't this a swell time we're havin' tonight! I'm all for Helmi—she's as good as a show." Rose began to sing.

(To Be Continued.)

It's a wonder that more men don't become round-shouldered from stooping to folly.

The Latest In Wheat Experiments

Mystery Wheat, By Ripening Earlier, May Prove Of Inestimable Benefit

Herman Trelle, Wembley, Alberta, farmer, was not content with winning both the wheat and oats championships of this continent at the International Grain Show at Chicago last year, but now is endeavoring to improve upon Canadian wheat standards generally by evolving a new variety of wheat altogether. For this he is entitled to commendation.

Mr. Trelle is at work on an unnamed wheat, known for the present as "Mystery Wheat." He claims that it equals the best wheat now known and has the great advantage of ripening some 15 to 18 days earlier. This wheat, ripening so much earlier, is expected to almost eliminate the danger of frost that sometimes seriously damages Marquis. According to Mr. Trelle, his new wheat is easily on a par with Marquis and, furthermore, is a wheat that can be mixed and marketed with Marquis without lowering the standard. There is also claimed for the new wheat another advantage and that is that it will make it possible for Canadian wheat to reach the world market fully two weeks earlier than is now the case.

These are all important considerations. Marquis wheat has been a great thing for the West. This variety, discovered by Dr. Charles E. Saunders, has added to the productivity of the prairies by millions upon millions of dollars annually. Garnet wheat has also become promising, and, because of its ripening earlier, is calculated as likely to extend the grain growing area much farther north. Now comes the possibility of still another wheat, of equally promising merits, in the discoveries and experiments of Herman Trelle. A man who can win the wheat and oats championships of the continent in one and the same year and then turn around and produce a type of grain that may possibly revolutionize the wheat growing industry of the West, truly is an agriculturist of rare worth. Mr. Trelle will be wished well in his experiments and all three prairie provinces will await further reports thereon.—Regina Leader.

French Girl Directs Train

Worked Switches For Hours After Father Was Killed

A possible disaster on the Chalons railroad was averted by the heroism of a 15-year-old girl, Renee Chossenoitte, daughter of the agent at the small station of Prunay, France.

The agent, Jules Chossenoitte, was struck and mortally injured by a train while tending the switch lamps. Renee called a neighbor to attend her father, and then, choking her tears, worked the switches for five hours without a mistake until a substitute arrived.

Her father, carried into the station building, died within a few minutes.

"How did the Smith wedding come off?"

"Fine until the preacher asked the bride if she'd obey her husband."

"What happened then?"

"She replied, 'Do you think I'm crazy?' and the groom, who was in a sort of daze, replied, 'I do.'"

Possibly the popularity of air castles is due to the fact that they are not taxable.

Noble birth is one thing and a nice, soft political berth is another.

An Everyday Story



Francis Henry Cook

London, Ont.—"I was in a general run-down state of health. I had indigestion and my stomach was weak and so I could not bear to touch it. I got where I did not have any health at all. I was not able to follow my usual line of work. I saw where Dr. Pierce's Golden Medical Discovery was recommended for stomach trouble so I decided to try it and it relieved me of my indigestion and weak stomach, also the abdominal distress and built me up in health. I eat highly recommend the 'Golden Medical Discovery' to anyone who suffers as I did. It is excellent!"—Francis Henry Cook, 471 Elizabeth St.

All dealers. Extra large bottles, liquid \$1.35; Tablets \$1.35 and 65c.

Write Dr. Pierce's Invalids' Hotel in Buffalo, N. Y., for free advice.

The better the quality of the tea you use the more important it is that the container should be the very best. By careful tests it has been proven that Aluminum is the best container yet found for tea—and Red Rose Tea is packed only in Aluminum—the finest package ever used for tea.

Local Possibilities

Home Neighborhood Usually Offers Better Chances Than Elsewhere

Many folks will start off to some far distant city or state to seek their fortunes when there are equally good or better chances in the home neighborhood. The chance to make good in one's home location is usually better, since people understand local conditions more thoroughly. They also have friends in their home locality who will be of assistance in developing any kind of business. There are opportunities for business everywhere and they are just as good as elsewhere. The people who render superior service and who advertise what they can do will always attract attention and go ahead.

THIN, WATERY BLOOD ALWAYS DANGEROUS

If Not Corrected Serious Results Sure To Follow

In no trouble is delay or neglect more dangerous than in anemia—thin, watery blood. It is very common in young girls and in persons who are overworked or confined within doors. It makes its approach in so stealthy a manner that it is often well developed before the trouble is recognized.

But taken in time the tonic treatment through the use of Dr. Williams' Pink Pills, so enriches the blood that good health and strength is speedily regained. The correction of anemic conditions by Dr. Williams' Pink Pills is as certain as anything can be. Miss Teresa Heafey, Dunraven, Que., is one of the many anemic sufferers who has found new health through the use of this medicine.

She says:—"I cannot express too warmly my thanks for what Dr. Williams' Pink Pills have done for me. I was suffering from a badly run-down condition. I was very nervous, had little desire for food, and would feel tired out at the least exertion. In this condition I began taking Dr. Williams' Pink Pills, and before using them very long found my health gradually improving, and under their continued use was completely restored. For this reason I earnestly advise all weak girls to take these pills, feeling sure that they will do for others what they did for me."

Send your name and address to The Dr. Williams' Medicine Co., Brockville, Ont., and they will mail you free a useful little book on "Building Up the Blood." The pills can be obtained through any druggist or by mail at the rate of a box from The Dr. Williams' Medicine Co., Brockville, Ont.

The tourists were being shown the Acropolis at Athens, when one of them, after an enthusiastic "Gee, I'll say it's great!" appeared to miss something.

"Say," she said, "where are the four horsemen, anyway?"

A Household Medicine.—They that are acquainted with the sterling properties of Dr. Thomas' Electric Oil in the treatment of many ailments would not be without it in the house. It is effective in dealing with many ordinary complaints. It is an inexpensive medicine. So, keep it at hand, as the call for it may come most unexpectedly.

Air Mail Service In Yukon

Former Two Weeks Trip Will Be Cut To Five Hours

The monoplane Queen of the Yukon, a sister ship of Col. Lindbergh's famous plane, arrived in Vancouver after a flight from Los Angeles which included numerous stops en route. The machine, piloted by A. Cruikshank, former Royal Air Force lieutenant and former member of the Royal Canadian Mounted Police, carried four passengers, including one woman and an infant.

The machine will be shipped North to be used in air mail and passenger service to link up White Horse, Mayo, Dawson and other Yukon points during the winter. The machine will be fitted with skis. At the present time it takes 12 to 14 days to carry mail between White Horse and Dawson during the winter and with the use of the plane this will be cut to five hours.

To have the children sound and healthy is the first care of a mother. They cannot be healthy if troubled with worms. Use Mother Graves' Worm Exterminator.

The average man thinks he isn't even with the world until he owes others as much as they owe him.

Minaid's Liniment for Toothache.

So often one reads a best seller and is saddened to think there are so many people capable of lifting it.

Man's "First Alphabet" Denounced As Fake

French Experts Find "Glozel Writings" Are Not Authentic

At a meeting in Paris of the Academy of Inscription the "Glozel Writings" discovered three years ago and believed to be man's "first alphabet" were denounced as fakes. The denunciation was made by Camille Jullian, an authority on the Gallo-Roman era, and Rene Dussand, the academician appointed to make a special investigation.

The famous writings, which were brought to light at Glozel, near Vichy, were declared by the finders to be the work of Neolithic man, thus presenting the contention that the writing originated hundreds of centuries before the period generally accepted by scientists.

For some time the authenticity of the inscription was not questioned. There was merely disagreement as to its age. MM. Jullian and Dussand now declare they found many good reasons to suspect the "discoveries," citing as examples the objects had been recently disturbed, the lack of human bones, pictures of reindeer, which did not exist in France, and finally that a fee of four francs was being charged for admission to the property where the "find" was made.

Fares Change With Weather

Trans-Atlantic Passenger Rates To Be Lowered During Dull Season

Trans-Atlantic passenger fares in the future will change with the seasons.

Cheaper rates for steamship passage are to prevail during the fall and spring as well as winter. This action of steamship officials has been taken to stimulate business in what are known as the off-seasons.

By the new arrangement, agreed to by all the principal trans-Atlantic companies, there will be three different tariffs, one for summer when travel is at its height, one for the intermediate seasons, the late fall and early spring, and another for mid-winter when travel is lightest.

The reductions on the more luxurious liners, such as the Majestic, Berengeria and Leviathan, in some instances amount to ten to fifteen per cent. from the summer tariff.

Little Helps For This Week

The fruit of the Spirit is love, joy, —Galatians v. 22.

So take joy home, And make a place in thy great heart for her, And give her time to grow, and cherish her. Then will she come, and oft will say to thee: When thou art working in the furrows—say, Or wedding in the sacred hour of dawn, It is a comely fashion to be glad, Joy is the grace we say to God. —Jean Ingelow.

All God-like things are joyous, they have touched God, and so they carry with them an irresistible gladness everywhere.—Frederick W. Faber.

Angora Rabbit Farms

Reports state that Angora rabbit farming is being carried on to a very large extent by the people of France. Many thousands of Angora rabbit farms are in operation throughout the country and these depend largely on the revenue from the wool taken from the Angora rabbit which brings as much as \$8 a pound for the best grade. In one year, Angora rabbit wool produced in France amounted to \$190,000.

Pearls From Fish Scales

A New York company, one of the largest manufacturers of imitation pearls from fish scales, is erecting a plant at Nanaimo, B.C., to manufacture from the fish scales of the British Columbia catch, and production is set for November.

Educating Indian Citizens

The expenditure by the Government of Canada on Indian education in the fiscal year 1926 was \$1,918,000. In addition to this certain bands of Indians, whose funds were sufficient to meet the expenditure, contributed \$67,000 for school purposes.

Toronto's Growth

According to the city's assessment report there is an increase in the population of Toronto of 13,208 within the year, the present population being 569,899. Building assessments increased by \$19,015,314.

"My wife has run away with a man in my car!"

"Good heavens! Not your new car?"

A great many uncalculated remarks reach the dead-letter office.

Fresh Youthful Skin Maintained by Cuticura



Daily use of Cuticura Soap, with touches of Cuticura Ointment when required, will do much to prevent pore-clogging, irritating rashes, roughness and other unwholesome conditions of the skin.

Sample Book Free by Mail. Address Canadian Depot: "Standard Soap Co., Montreal." Price, Soap 25c, Ointment 25c and 50c, Talcum 25c.

Cuticura Shaving Stick 25c.

MISS E. FRANKTON
Maternity Nurse
Box 70, — Phone 104
GLEICHEN, ALBERTA

T. H. Beach Auctioneer

Sales Conducted any place
in the Province

FOR TERMS
Enquire at Office in Pioneer Meat
Market Block
Office phone 1 Residence phone 2

M. W. MacDONALD, L.L.B.
BARRISTER-AT-LAW
ARROWOOD, ALBERTA

Collects a specialty.
Estates, Loans, Insurance, Real Estate
and Life.
INVESTMENTS — FARM LANDS

TOWN OF GLEICHEN
OFFICE HOURS

9 a.m. to 12:30 p.m. and
2:30 p.m. to 5:30 p.m. Daily

Council meeting second Friday of
each month at 8 p.m.

This office will be closed as follows:
Sundays, Statutory Holidays and the
last fortnight of July each year.

ALSO—
First two legal working days of each
month for meter reading and first two
legal working days following the
fifteen of month for collections, etc.

PETER MACLEAN,
Secretary-Treasurer.

Cattle Notice

ALL CATTLE BRANDED
ON LEFT RIBS ARE THE PROPERTY
OF
ALDEN B. SMITH,
GARDEN SPRINGS VIA
SHOULDRICE, — ALBERTA

Why is it a woman, who constantly
complains that she has nothing to
wear, has to have six cloths to keep
it in?

Oxford educators have reached the
conclusion that longevity is not an
achievement but an accident but it will
help some just the same to keep out
of one.

Few monuments have been erected
to commemorate gentlemen who were
in the habit of putting it off a couple
of weeks to see how things shaped up.

Failure to think Easy street is full of
road hogs.

WINTER EXCURSIONS

PACIFIC COAST

TICKETS ON SALE
Dec. 1, 4, 5, 12, 15, 16, 22, 23, 27, 29
Jan. 2, 5, 12, 17, 18, 24
Feb. 2 and 7

Return Limit April 15, 1927
EASTERN CANADA

TICKETS ON SALE
December 1st to January 6
from stations
Manitoba (Winnipeg and West),
Saskatchewan and Alberta

Return Limit Three Months
CENTRAL STATES

TICKETS ON SALE
December 1st to January 6
from stations
Saskatchewan and Alberta

Return Limit Three Months

H. H. HALL,
C. P. R. Agent,
Gleichen Alberta

CANADIAN PACIFIC

FURS

We carry the largest and finest
range of FURS in Western
Canada.

PRAIRIE FURRIER
Corner 12th Ave. 1st St. West
CALGARY, Alta. (Est. 1908)

DR. E. G. SIMMONDS
M.D. (Eng.) L.R.C.P.
(Lond.) L.D.S.

DENTIST

In future Dr. Simmonds will devote
his whole time to dentistry.

POST OFFICE BUILDING
GLEICHEN, ALTA.

ROY M. ALLEN

Licensed Auctioneer
and Valuator

Will Sell anything You have
or own
Phone Rural, Milo
CLUNY P.O. - ALBERTA

GEO. W. EVANS

Undertaking
And Embalming

MOTOR HEARSE

Artificial wreaths always on
hand. Weather extremes
will not effect these flowers
in any way.

GLEICHEN, ALTA.

IT PAYS TO ADVERTISE —

A hen is not supposed to have so
much common sense or tact.
Yet every time she lays an egg
she cackles forth the fact.

A rooster hasn't got a lot
of intellect to show,
But none the less most roosters have
Enough good sense to crow.

The male, the most despised of beasts
Has a pertinent way
Of letting folks know he's around
By his insistent key.

But man, the greatest masterpiece
That nature could devise,
Will often stop and hesitate
Before he'll advertise.

Appropos of attractive and artistic
illustrations, we note that a Miss
Isleip editor refers to certain "pur-
veyors of purely prejudicial political
poetry."

THE GLEICHEN CALL

W. PARK SWANE, PROPRIETOR
Member of the Canadian Weekly Newspaper Association
and of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Milk Farming
District.

SUBSCRIPTION, \$2.00 per Year; Foreign Countries \$2.50
Advertising Rates—Display Ads per Column Inch 1000 words and 10
for each subsequent insertion. Single Copies 10c and 15c
Single Copies 10c and 15c. All orders must be prepaid.
EXCHANGE MUST BE ADDED TO ALL COUNTRY

GLEICHEN, ALBERTA, WEDNESDAY

BEAUTY A TOWN ASSET

In spite of the apparent commercialism of the age
in which we live, it is evident to any observer that the
Canadian people are rapidly developing a greater appre-
ciation of the beautiful. This is not confined to the
wealthier classes, but extends to the great masses, in the
towns and villages and in rural districts.

New towns and new sections of the older ones are
being laid out with wider streets, with provision for larger
lawns, more trees, shrubbery and flowers, and a more
attractive setting generally.

Recently built houses show better architecture and
greater harmony with their surroundings, while unsightly
yard fences have largely disappeared. The net re-
sult of all these modern developments is beauty. And
aside from the satisfaction which it affords the eye, it
pays in dollars and cents.

Beautiful cities, towns and villages attract people.
They attract permanent residents, they attract tourists,
and they attract trade. It is natural that a person se-
lecting a trading center will choose a town that is beau-
tiful and clean in preference to one that is unsightly and
dirty, if other conditions are anyway near equal.

FARMER EVER AT WAR

While farming is apparently the most peaceful of
pursuits, in reality the farmer is everlastingly at war.
Not with his fellowmen, but with the billions of insects and
other animal life which menace his crops on every hand.

The boll weevil, the army worm, the corn borer,
the gypsy moth, the cabbage butterfly and other hordes
of insects and parasites are working day and night to set
his best efforts at naught. And each of these enemies
presents a distinct problem.

Without scientific aid in fighting insects, it is as-
serted by high authorities that in time human life would
become extinct. The insects and parasites would com-
pletely over-run the earth.

It is some comfort to know, then, that under the
auspices of the Department of Agriculture, earnest sci-
entists are working diligently to find better means of con-
trolling these pests, and are meeting with a fair degree
of success.

Information of the utmost value to the farmer is
available through the government sources, articles by ex-
perts published in the press, and the example of informed
neighbors. He owes it to himself to profit by this in-
formation and cooperate with these agencies which stand
ready to aid him in his warfare against destructive insect
pests.

COMMUNITY SUICIDE

One of the strangest phenomena witnessed in most
towns and small cities is the apparent eagerness with
which many otherwise good citizens contribute to the
tendency to commit community suicide.

These citizens will often show uncommon zeal in
boosting any movement to obtain civic improvements to
promote the location of new industries, to secure better
educational facilities, and so on. Yet many of these
same proud boosters will deliberately engage in a practice
which nullifies all their otherwise laudable efforts—and
then they wonder why their town doesn't go ahead.

We refer to the suicidal habit of buying away from
home, which is largely responsible for the failure of many
communities to make the progress which their natural ad-
vantages should make possible. The money that ought to
be kept at home for the expansion of local trade and
industry is sent away to distant cities, never to return,
through the indifference or thoughtlessness of the very
persons who should set an example of local pride and
loyalty.

A trifling saving here and there, usually more im-
aginary than real, is sufficient to cause the average citizen
to forget his duty to his community and to himself, which
if performed would mean more in the direction of local
prosperity than all his other boosting efforts put together.
In this respect often merchants are as guilty as
other citizens, and sometimes even more spiteful, refusing
to buy from one another.

Why boost in one direction, while committing com-
munity suicide in another?

Show a kindly and cheerful interest if a stranger
asks you for information and direct him with courtesy.
Characterization: The kind of a person whose
wife makes his New Year's resolutions.

Ethics are things a man uses until he gets into a
tight place.

It's a sad world, and most of the good listeners are
too dumb to talk.

Home is a sweet place where you can growl for ser-
vice instead of tipping.

START 1928 IN GOOD SPIRIT

Make up your mind to have the Best.
Then you'll insist on

HORN Brand
BEER or STOUT

EXCELLENT DRINKS—COST NO MORE

PHONE
27

Local Agent
GEO MOSS

PHONE
27

What Makes a Town?

A prosperous rural population which demands a
community centre where may be established busi-
ness, educational, religious and entertainment
facilities. Where these flourish and are active
it is safe to surmise that the people of that section
realize and appreciate the value to them of such
a centre.

WHAT MAINTAINS IT?

The towns are largely maintained by the sur-
rounding districts. But the organization, the
direction, and in a great measure the up-keep, of
the institutions in such towns, are in the hands of
the business interests, together with those direct-
ly and indirectly connected therewith. Without
the active business and professional men to su-
per-
vise and govern these public institutions and un-
dertakings no town could thrive.

WHO IS MAINLY AFFECTED?

Every citizen either in or about town should be
concerned in seeing to it that they do their part
in carrying on any good cause which may be pro-
moted, either by financial or active support. Only
in this way will any town prosper and develop as
it should.

PUBLICITY IS REQUIRED.

In promotion work your local paper takes the lead-
ing part. It is ever the champion of all worthy
causes and philanthropic and patriotic under-
takings. But to function properly, and fully carry
out its natural prerogatives, it must in turn have
the financial support of the community it serves.
When needing advertising or printed matter
always first think of

THE GLEICHEN CALL
GLEICHEN, ALBERTA

Calgary

"THE BEER WITH THE REPUTATION"

TRADE MARK
LOOK FOR THIS



Occupies a unique position in the Brew-
ing Industry. It shares its price with
many, but its QUALITY with none.

On sale at all the best hotels and clubs

Order from your
Nearest Agent

Buy it By
The Case



Let Him Benefit!

YOUR experience tells you what your boy cannot know—the value of money saved. Teach him to spend his money in a Bank.

The Royal Bank of Canada

Gleichen Branch • D. Hutchinson, Manager

WE OFFER—

Alberta Wood Preserving Co. Ltd.

Preferred 7 % Stock

PRICE \$8.50 AND ACCRUED DIVIDEND YIELDING ABOUT 7.10 %

O. C. ARNOTT COMPANY, Ltd.

INVESTMENT BANKERS
CALGARY Phone M6718 ALBERTA

Our Latest Offering List on Request

WANTED

Listings of FARM LANDS in This District HENDERSON & MALLORY GLEICHEN, Alberta.

MAKING A CONVENIENCE OF A BUSINESS

Many there are who make of a legitimate and well-established business nothing but a convenience—a place from which to get further afield. They do not hesitate to send their good money away for many things they need, and which could just as satisfactorily and much more promptly be supplied by their home merchants and dealers. No business, no matter of what nature, can long exist on the sort of patronage. Nor is it fair to expect that it should. The public expect to receive services as and when they demand it; but many do not do their part in making this possible.

There are manufacturing industries with fairly complete equipment which, because of such lack of consideration, are idle much of the time. It must be patent to all that a busy plant can operate much more cheaply than one which is working only on part time. Therefore it should be the policy of all to place their business of whatever kind it may be with the local plant or factory to the end that it may be kept reasonably busy and thus be in a position to give its best service.

TOWN AND DISTRICT

Harvey Menard left Tuesday afternoon for Calgary to finish his term in school.

St. Andrew's W. A. will meet at the home of Mrs. Jas. Osterander on Thursday afternoon, January 10th, 1928, at 8 p.m.

Miss Irene McEwan came down from Calgary for the New Year's dance and to see her parents, but returned that night to the hospital where she is engaged.

Mrs. M. Bolinger returned Monday mornng, and is glad to report her from a visit to her old home in Tenmoher has quite recovered from her recent serious illness.

Sergt. Tomlinson and Scotty Cove each skipped a highly interesting game, on Monday afternoon. Scotty won the game to the intense delight of his assistants—referees.

Among the New Year's resolutions Gleichen merchants resolved not to remain open after 7 p.m. Saturday. Let us hope this will prove the first step in real co-operation—it is surely needed.

Never a girl fainted and fell into the soldier boys arms when the machine gun was fired at the New Year's dance. Yes, Major, the girls are different than when you and I were kids.—you simply can't scare 'em these days. Gee, what a time we would have had—"them was the days".

Part of the agricultural short course to be held at the University of Alberta from January 24 to February 3, will be devoted to a discussion of the problems of agricultural engineering, including consideration of farm buildings, power farming problems, and various forms and types of farm labor, paying special attention to plows and binders.

Suggestions from any responsible quarter on the revision of the School Act, now in progress, will be welcomed by the Department of Education, announces Hon. Fernan Baker, Minister of Education. Work in connection with the revision of the Act covering the operation of Alberta schools is now being forward and officials of the department are anxious to have any communications on the subject sent in at as early a date as possible.

In a small town not a thousand miles from Gleichen there lived a widow who was a boarding-house keeper. One day she met a boarder in the dining-room, and he said to her "Mrs. B.—I think you ought to have some of these chairs re-upholstered." Young man," replied Mrs. B.—"I think you ought to have some of your bills re-upholstered."

WESTINGHOUSE RADIO WINTER SERVICE

For the winter season of 1928 Westinghouse station KDKA will continue with undiminished vigor its extensive programme of short wave transmissions.

Short wave transmissions have been featured at KDKA for the past five years during which its programmes have regularly been repeated in Europe, South Africa and far off Australia.

From 8 to 10 o'clock every night except Sundays throughout the winter, the pioneer station's programmes in addition to being broadcast on the regular wave-length of 311.5 meters, will be transmitted simultaneously on 27 and 42.5 meters and occasionally on 42.0 meters. This does not mean that Westinghouse is taking up the short wave as a definite part of its regular routing, as the company announces its short wave activities are confined exclusively to experimental transmissions, carried on for the sole purpose of acquiring data as to the carrying power, losses and quality of the lower wave bands.

Possessors of short wave receiving sets in many distant parts of the world listen in regularly for KDKA's transmissions and numerous reports of clear reception pour into the station's headquarters from these listeners. Radio engineers of the Metropolitan Vickers Company, Ltd., received the transmissions in England and frequently arrange for their rebroadcasting.

The short wave is making possible the Westinghouse programme of transmissions to the Arctic and Sub-Arctic regions this year, which take place at 11 o'clock Eastern Standard Time January 14th and February 11th. The posts of the Hudson's Bay Company, and the Northwest Mounted

COMING EVENTS

Ads under Coming Events are for events that, unless otherwise advertised in The Call.

Jan 10—General Meeting W. A. of B.E.S.L. in Gleichen Community Hall.

Jan. 15—Cherry Old Time's Ball, Bremner's Orchestra.

Jan 25—Curling Club dance in Gleichen Community Hall.

Police have installed short wave sets to receive the programmes.

A number of radio amateurs in Australia attempt to hear KDKA regularly, and although they sometimes experience interference they very frequently report hearing KDKA clearly. In Mexico City, KDKA's programme are regularly picked up by a short wave receiver, and rebroadcast over CEE of the Mexican Federal Department of education. The first rebroadcast took place August 1st and it has been continued ever since.

In Johannesburg, and other cities in South Africa, KDKA's short wave transmissions are heard clearly and occasionally rebroadcasted.

The best reception of KDKA's short wave transmissions is reported from the Pacific Coast. In the territory between Pittsburgh and the western states, however, the short wave transmissions are scarcely audible.

KDKA's short wave transmissions are made on wave-lengths of 27 meters, 42.0 meters. For the present season, Westinghouse has abandoned transmissions on a wave-length of 23 meters, which is considered too low to be of any practical value. All Westinghouse transmitters, irrespective of frequency, are crystal controlled.

Messrs. A. F. MacCallum & Roy Smith are the Westinghouse Agents at Gleichen and will gladly supply all information.

Cattle and Hogs Shipped Weekly

I will ship hogs once a week after January 1st. Any person wanting to sell hogs should advise me two or three days in advance. Will also look over any cattle offering for sale.

O. BERGENDEN
P.O. Box 56, Gleichen.

ALL TOYS AT BARGAIN PRICES DOLLS AT HALF PRICE. N. T. PURCELL.



In Any Walk

of the Gamified World You will help you. If you want a position, you can make the best employer. If you want help you can get the employer. Money to loan or money to loan West Adh. cover the entire bill.

MISCELLANEOUS

Notice under this heading 15 words or under 50c. first insertion and 50c. each subsequent insertion—3 weeks \$1. Over 15 words one cent per word for each insertion.

When any brands have to be out of charge of 50c. each is made. Brand reading notices \$1.50 each annual, three insertions. Over 15 words 1 cent per word extra each insertion.

In order to insure publication CASH MUST accompany each notice.

TO RENT—3 room cottage and garage. Apply H. Hamar, Gleichen. 42

WANTED—To buy a number of good broke horses, around 1850 lbs., not over 8 years old. Phone 37 or 120 Gleichen.

FOR SALE—Cook stove in first class condition \$35.00. Apply at Call

FOR SALE—in good condition second-hand DeLo Light plant including Maytag electric washing machine and a Vacuum cleaner. Phone 77.

REFRAY—On the Princess of C. Gunter, Cluny, P. O. one Bay Gelding 3 years old, White spot on forehead four white feet. No visible Brand. Weight about 750 lbs.



The Greatest Value in Radio

Never before has so fine a set been offered for so little money. For sure reception, selectivity, tone quality and volume, the 57 outperforms any other set anywhere near its price.

All the improvements found in higher priced sets are embodied in this set including one dial control. The new Westinghouse Radiotron UX-201-B is used which consumes but half the filament current of other types of equal power.

The 57 represents the last word in performance and radio value. Hear a demonstration in your own home or at our showrooms to-day.

A. F. MacCALLUM & ROY SMITH MOTORS GLEICHEN, ALBERTA

Westinghouse PIONEERS IN RADIO

THE OLD MAID'S PRAYER

Now I lay me down to sleep,
I wish I had a man to keep;
If there is one underneath the bed,
I hope he heard over word I said:
Amen.

ALL TOYS AT BARGAIN PRICES DOLLS AT HALF PRICE. N. T. PURCELL.

FOR SALE

4-furrow Massey-Harris disc-plow \$125.00
20-run single-disc drill, Massey-Harris, \$55.00
22-run Cockshutt drill, \$55.00
Metal Wheel Truck, good condition.

W. Sutermeister MMSBY-HARRIS, Agent, Phone 47

AN ASSURANCE TO ALL FORD OWNERS

We wish to assure the Ford owners of this community that as long as they drive their Model T cars, a full stock of genuine parts will be available, and expert Model T service will be maintained. This applies not only in our own garage, but throughout the Dominion-wide Ford dealer organization.

The New Car which will soon be on display in our showrooms is the ultimate expression of automotive engineering and design made possible by the 16,000,000 Ford cars that have gone before it.

YOU ARE INVITED TO THE FIRST SHOWING OF THE NEW CAR

Come to our Showrooms for Complete Details
A. F. MacCallum & Roy Smith Motors Gleichen, Alberta



23 YEARS OF PUBLIC PREFERENCE